



WELCOME AND INTRODUCTIONS

LEADERSHIP ADVISORY COUNCIL

Agenda

- **Welcome and Introductions**

*Tonya Parsons, Engagement and Diversity Committee Chair
Shelia Key, Engagement and Diversity Committee Vice Chair*

- **About the LAC**

- **Staff Updates**

*Leslie Hayes, Associate Director of Marketing and Membership
Marci Hicks, Associate Vice President for College/Unit Philanthropy
Meredith Weber, Director of Marketing and Communications*

- **Club Engagement**

- **Wrap up**

- **Next Steps**

ABOUT THE LEADERSHIP ADVISORY COUNCIL

ABOUT THE LAC

What is the purpose of the Leadership Advisory Council?

- To be a relevant source of feedback, opinions and ideas to the board of directors and staff on the effectiveness of engagement activities.
- To act as the eyes and ears of the association in the field.
- To serve as advocates of the association and the university.
- To support association and university initiatives.
- To serve as a source for future UK leaders.



**History Holders, Tradition Keepers,
Relevant Supporters**

ABOUT THE LAC

Who makes up the membership of the Leadership Advisory Council?

- All UKAA Past Presidents
- Past Alumni Trustees
- Honorary Members
- College Representatives
- Regional Representatives
- University Representatives
 - Office of Philanthropy
 - University Public Relations and Marketing
 - Athletics Department
 - Student Government Association
- Constituency Group Representatives
 - Alumni Band
 - Lyman T. Johnson
 - DanceBlue
 - Pride Cats
 - Young Alumni



STAFF UPDATES

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Updates from the UK Alumni Association

- “I promise to...” Pledge Cards
- Volunteer your time and talents
- Nomination Form
- Join Wildcat Network
- Big Blue Dreams Toolkit
- Card Writing Campaign

CLUB ENGAGEMENT RESEARCH



GROUP DISCUSSION

Club Engagement Discussion Instructions

- Divide into groups.
- Each group has one notetaker.
- Each person shares their personal experiences related to the following prompts:
 - What other clubs, groups or organizations are you involved in?
 - What motivated your involvement in these clubs, groups or organizations?
 - How did you initially get involved, and in what capacity are you currently involved?
 - What strategies do these clubs, groups or organizations employ to maintain your engagement?
 - How do these clubs, groups or organizations attract and retain new members?

GROUP DISCUSSION

Club Engagement Discussion Groups

Group 1	Group 2	Group 3
Michael Burleson	William Francis	Dan Gipson
Michaela Mineer	Marianne Smith-Edge	Mike Christian
Vincent Holloway	Debra Sowell	Tukea Talbert
	Michaela Taylor	Nicole Segneri
	Kevin Collins	Joseph Mashni
Jeff Ashley	Tonya Parsons	Shelia Key

Group 4	Group 6	Group 7	Virtual
Diane Massie	Chris Crumrine	Barbara Sanders	Cliff Lowdenback
Donna Dutton	Winn Williams	Frank Hardyman	Tony Hester
Sherry Moak	Carolyn Riticher		Lee Jackson
	Regina Summers		Elaine Wilson
	Kathy Panther		George Ochs
			Deana Paradis
			Willis Bright
			Mark Ison
			Joel Lovan
Tim Skinner	Dominique Wright	Shane Carlin	Stephanie Wurth



GROUP DISCUSSION

Club Engagement Discussion Instructions

- Notetakers will now record findings on large post-its.
- Groups will answer the following questions:

1. What tactics and trends from other clubs, groups or organizations could be implemented into alumni clubs of the UK Alumni Association?

2. Instead of clubs, what could we call groups of alumni in a geographical area that has an inclusive connotation?

- Notetakers will present findings to the group at the front of the room on the microphone.

CLUB ENGAGEMENT REPORTS

NEXT STEPS

NEXT STEPS

Reminders

- Join the LAC group on Wildcat Network:
www.wildcatnetwork.com
- Sign up to volunteer at upcoming alumni activities:
www.ukalumni.net/volunteer
- Nominate someone to become a volunteer leader:
[Check your email](#)
- Save the date for the next LAC meeting:
Summer Workshop – June 20-22

NEXT STEPS

Questions? Comments?

UK Alumni Association LAC Staff Liaisons

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